

```

EligibleUsers =
FILTER (
    users,
    VALUE(users[sign_up_date]) < DATE(2025, 2, 20) &&
    (
        ISBLANK(users[churn_date]) || VALUE(users[churn_date]) > DATE(2025, 2, 20)
    )
)

```

```

Adopter Count =
CALCULATE(
    DISTINCTCOUNT(EligibleUsers[user_id]),
    EligibleUsers[Adopter Group] = "adopter"
)

```

```

Avg Time Spent per Active User =
VAR ActiveSessions =
    FILTER(
        ADDCOLUMNS(
            sessions,
            "SessionDuration", DATEDIFF(sessions[login_time], sessions[logout_time], MINUTE)
        ),
        COUNTROWS(
            FILTER(
                user_weekly_activities,
                user_weekly_activities[user_id] = sessions[user_id]
                && user_weekly_activities[week_no] = sessions[week_no]
            )
        ) > 0
    )
RETURN
    AVERAGEX(ActiveSessions, [SessionDuration])

```

```

AvgBilling_Adopter =
CALCULATE(
    AVERAGEX(
        VALUES(billing[user_id]),
        CALCULATE(SUM(billing[amount]))
    ),
    user_weekly_activities[adopter_group] = "adopter"
)

```

```

AvgBilling_NonAdopter =
CALCULATE(
    AVERAGEX(
        VALUES(billing[user_id]),
        CALCULATE(SUM(billing[amount]))
    ),
    user_weekly_activities[adopter_group] = "non_adopter"
)

```

```

Feature Interactions (Weekly - Adopters Only) 2 =
CALCULATE(
    COUNTROWS('Activity_X_user_weekly'),
    'Activity_X_user_weekly'[adopter_group] = "adopter"
)

```

```

Feature Users (Weekly) =
CALCULATE(
    DISTINCTCOUNT('Activity_X_user_weekly'[user_id]),
    'Activity_X_user_weekly'[adopter_group] = "adopter"
)

```

```

Label_Retention_OtherWeeks =
IF(
    NOT SELECTEDVALUE(user_weekly_activities[week_no]) IN {0, 1},
    [S_RetainedUsersPerWeek],
    BLANK()
)

```

```

Label_Retention_Week0_1 =
IF (
    SELECTEDVALUE(user_weekly_activities[week_no]) IN {0, 1},
    [S_retention_per_week],
    BLANK()
)

```

```

Non_Adopter Count =
CALCULATE(
    DISTINCTCOUNT(EligibleUsers[user_id]),
    EligibleUsers[Adopter Group] <> "adopter"
)

```

```
Overall Adoption Rate 7Days = DIVIDE( [Adopter Count],[Users Count]
)
```

```
S_RetainedUsersPerWeek =
DISTINCTCOUNT(user_weekly_activities[user_id])
```

```
S_retention_per_week = DIVIDE([S_TotalUsersPerGroup], [TotalUsersInCohort])
```

```
S_RetentionRatePerGroup =
VAR CurrentGroup = SELECTEDVALUE(user_weekly_activities[adopter_group])

VAR Week0Users =
    CALCULATETABLE(
        VALUES(user_weekly_activities[user_id]),
        user_weekly_activities[week_no] = 0,
        user_weekly_activities[adopter_group] = CurrentGroup,
        NOT(ISBLANK(user_weekly_activities[first_activity_timestamp]))
    )

VAR ActiveThisWeek =
    CALCULATE(
        COUNTROWS(
            INTERSECT(
                Week0Users,
                VALUES(user_weekly_activities[user_id])
            )
        ),
        user_weekly_activities[adopter_group] = CurrentGroup
    )

VAR TotalWeek0Users = COUNTROWS(Week0Users)

RETURN
DIVIDE(ActiveThisWeek, TotalWeek0Users)
```

```
S_TotalUsersPerGroup =
CALCULATE(
    DISTINCTCOUNT(user_weekly_activities[user_id]),
    VALUES(user_weekly_activities[adopter_group])
)
```

```
TotalUsersInCohort =  
CALCULATE(  
    DISTINCTCOUNT(user_weekly_activities[user_id]),  
    REMOVEFILTERS(user_weekly_activities[week_no]) -- ignore week_diff filter  
)
```

```
user_weekly_activitiesRetainedUsersPerWeek =  
DISTINCTCOUNT(user_weekly_activities[user_id])
```

```
Users Count = DISTINCTCOUNT(EligibleUsers[user_id])
```

```
WAU Count =  
    DISTINCTCOUNT(user_weekly_activities[user_id])
```